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AGENDA ITEM 3c

TO: MEMBERS OF THE HEALTH BENEFITS COMMITTEE

- I. SUBJECT:** Wellness and Disease Management
- II. PROGRAM:** Health Benefits
- III. RECOMMENDATION:** Information Only
- IV. BACKGROUND:**

This agenda item reports on contracted health plans' and staff's recent activities in the areas of wellness and disease management.

V. ANALYSIS:

Contracted Health Plan Activities

Health plans reported the following significant efforts.

Anthem Blue Cross

The health plan:

- Revised disease management programs¹ to increase member participation by focusing outreach on members with highest claims costs, reducing initial clinical assessment from 45 minutes to 15 minutes, and implementing call technology advances.
- Redesigned and enhanced the member Web portal to give members secure access to personal account summaries, access to overall plans and benefits, and health and wellness tools.
- Began health, wellness, preventive, and medication interactive voice response call reminders to health plan participants based on "gaps in care" analysis. The "gaps in care" computerized algorithms indicate when

¹ For members identified with diagnoses of asthma, coronary artery disease, heart failure, chronic obstructive pulmonary disease, and diabetes.

a member is not receiving interventions that are recommended in the medical literature.

- Disseminated a MyHealth Assessment toolkit which will help employers promote and encourage completion of a health risk assessment (HRA) with or without incentives.
- Put into effect Anthem Health Rewards, an integrated incentive product designed to increase engagement in health and wellness programs.
- Implemented remote and physician fax-back biometric screening process to promote health screenings with remote/rural members.
- Started a new depression management program emphasizing antidepressant medication adherence.

Blue Shield of California

In 2010, Blue Shield of California successfully implemented enhanced services for the approximately 30,000 CalPERS members enrolled in disease and case management programs. The enhanced programs utilize a primary registered nurse model and expand home monitoring via biometric devices thereby increasing physician communication. The programs now:

- Include an integrated clinical team for whole person management;
- Give member access to a mental health specialist, registered dietician and clinical pharmacist; and
- Use data on clinical care gaps to stratify members in the program and to tailor messaging to members.

In 2011, Blue Shield is collaborating with CalPERS to launch an innovative wellness pilot. This pilot will engage all employees at a selected agency and will:

- Assess the impact of social networking on wellness program engagement rates;
- Encourage participants to gain a comprehensive understanding of individual health status through an online HRA and biometric screenings; and
- Introduce and support positive behavior changes with supplementary wellness activity challenges.

Kaiser Permanente

The health plan:

- Began conducting a diabetes risk and worksite wellness pilot project at two agencies.
- Implemented new decision support tools (e.g. for diabetes care) within KP HealthConnect to support chronic disease management.
- Incorporated the Total Health Assessment (THA) into the member's electronic medical record.
- Expanded on-line interactive disease management and lifestyle management programs, which complement on-site health education

offerings. These include new programs for back pain, depression, insomnia, diabetes, stress, and many others.

- Is now managing Chronic Obstructive Pulmonary Disease under its Complete Care for Ongoing Conditions program.
- Established a CalPERS website, kp.org/CalPERS, to increase access to health and wellness information and programs, members' personal health record (MyHealthManager), and to the KP-CalPERS Rewards programs.
- Is performing outreach for screening programs using multiple technologies, including automated telephony, interactive voice recognition, text messages, mail, secure email, as well as live calls.

Staff Activities

- Collaborated with the Office of Public Affairs to complete a "Working Together for Workplace Wellness" brochure now available on the CalPERS website and in hardcopy form.
- Evaluated new worksite wellness proposals from the plans (e.g., the aforementioned one from Blue Shield of California) for possible implementation beginning in 2011. As stated in the "Working Together for Workplace Wellness" brochure, "A 2010 study by researchers at Harvard University found that each dollar spent on a worksite wellness program can reduce absenteeism costs by about \$2.73 and medical costs by about \$3.27."²
- Continued to engage the health plans concerning contractual pay for performance provisions and performance guarantees related to disease management for amendments effective 2011. One goal is to more closely align the penalties and rewards for performance related to Healthcare Effectiveness Data and Information Set (HEDIS) measures across the plans.

Next Steps

At the next update for the Committee, currently scheduled for March 2011, staff will provide status reports for all ongoing wellness and disease management projects.

VI. STRATEGIC PLAN:

This directly relates to Goals X and XI of the Strategic Plan which state:

- "Develop and administer quality, sustainable health benefit programs that are responsive to and valued by enrollees and employers."
- "Promote the ability of members and employers to make informed decisions resulting in improved lifestyle changes and health outcomes."

² See: Baicker K, Cutler D, Song Z. Workplace wellness programs can generate savings. *Health Affairs* 2010 Feb;29(2):304-11. At <http://content.healthaffairs.org/cgi/content/abstract/29/2/304>.

VII. RESULTS/COSTS:

This is an information only item.

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